

Registration Customer Feedback Report

Purpose of paper	This paper provides a summary of customer feedback received regarding the process for applying for registration, restoration and the Overseas Registration Examination (ORE) between 1 April 2018 and 31 March 2019.
Action	For noting.
Corporate Strategy 2017-19	Performance - Objective 1: To improve our performance across all our functions so that we are highly effective as a regulator.
Business Plan 2018	N/A
Decision Trail	N/A.
Next stage	N/A.
Recommendations	Council is asked to: <ul style="list-style-type: none"> • Note the Registration Customer Feedback Report (April 2018 – March 2019)
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Appendices	Appendix 1 – Registration Customer Feedback Report (April 2018 – March 2019)

1. Executive summary

- 1.1. This paper provides a summary of customer feedback received regarding the process for applying for registration, restoration and the Overseas Registration Examination (ORE) between 1 April 2018 and 31 March 2019.
- 1.2. Between April 2018 and March 2019, 12,172 surveys were sent and 1,234 (10%) responses were received.
- 1.3. Council is asked to:
 - Note the Registration Customer Feedback Report (April 2018 – March 2019).

2. Introduction and background

- 2.1. The Registration Customer Feedback Report assesses the Registration directorate's performance based on the views of an individual who recently had one of the following application types completed:
 - DCP Additional Titles
 - DCP Restoration
 - DCP UK Qualified
 - Dentist Assessment
 - Dentist EEA Qualified
 - Dentist Restoration
 - Dentist UK Qualified
 - EEA DCP Assessment
 - EEA DCP Assessment Additional Titles
 - Non-EEA DCP Assessment
 - Non-EEA DCP Assessment Additional Titles
 - ORE
 - Specialist List
 - Temporary Registration
 - Temporary Registration Renewal
 - Temporary Registration Restoration
- 2.2. Following an application being completed, a survey is automatically issued via email to get feedback on the application experience.
- 2.3. On a monthly basis, a customer feedback report is collated and discussed by the senior Registration management team. This report assesses responses to set questions. Respondents also have an opportunity to provide their own additional comments. The questions are broadly split into the following categories:
 - Information provided by the GDC
 - Communication with the GDC;
 - Customer satisfaction; and
 - Method that application was submitted by.

- 2.4. The final section of the report details the actions that have been taken as a result of the feedback that has been provided. The action plan is a live document and further actions are added as any trend in responses develops.
- 2.5. A copy of the Registration Customer Feedback Report (April 2018 – March 2019) is available as appendix 1. This appendix has been amended from the operational report to remove the free text answers, which often highlight both excellent and poor performance from named staff in the Registration directorate.

3. Analysis of Results

- 3.1. Between April 2018 and March 2019, 12,172 surveys were sent and 1,234 (10%) responses were received.
- 3.2. On average, 84% of respondents either strongly agree or agree with the statements in the customer feedback survey with the following breakdowns in each area:
 - 84% of respondents who applied via a UK route either strongly agreed or agreed with each statement;
 - 75% of respondents who applied via a DCP Assessment route either strongly agreed or agreed with each statement;
 - 83% of respondents who applied via a Dentist Assessment route either strongly agreed or agreed with each statement; and
 - 92% of respondents who applied to sit the ORE either strongly agreed or agreed with each statement.

4. Recommendations

- 4.1. Council is asked to:
 - Note the Registration Customer Feedback Report (April 2018 – March 2019).